



# Children's Hospital

## Cleveland Clinic

May 16, 2008

TO: Mr. Kevin J. Martin, Chairman, FCC

FR: Mr. Christopher Abood, Cleveland Clinic Children's Hospital

RE: The superb community service effort provided by CBS Radio in Cleveland, Ohio

On behalf of the medical and administrative staff of Cleveland Clinic Children's Hospital, the internationally recognized hospital system based in Northeast Ohio, I wanted to inform you of the exemplary work that the management and staff of the CBS stations in Cleveland, notably WQAL, WDOK and WNCX, have done in a tremendous and ongoing partnership that continues to enrich and support our hospital and the services we provide to children and families in northern Ohio.

Our affiliation with the stations has included a number of events and activities which have allowed our hospital to introduce unique services and key staff members to our community. This has enabled health care consumers in our community to learn more about various medical conditions and treatment opportunities.

The stations have, at the same time, provided personnel to support the partnership in the most meaningful of ways: through visits on the hospital floors with our patients throughout the year.

While the stations have proven to be effective outlets for our advertising efforts, this affiliation with the CBS Radio Group in Cleveland goes far beyond any business relationship. When we've called to ask for the station's involvement in our community events, such as reading to young students or providing public service announcements for a major motorcycle ride to benefit our hospital, the answer has been "yes." And the promotion programs the stations have built for us haven't been limited to a day or a week. The support has been ongoing, so that a credible, effective bond has been built in the minds of the listeners between the stations and a vital health provider to the community.

The value of the airtime CBS Radio has provided to Cleveland Clinic Children's Hospital has been enormous, and the resulting community response has been dramatic. Most important, families are becoming better educated about how to care for their children.

This is an enduring partnership and for that we are truly grateful.

Christopher Abood

Marketing Programs Manager

Cleveland Clinic Children's Hospital

3050 Science Park Drive, AC3-11 | Beachwood, OH 44122 | 216.448.1018